**Promotion**

**How will your business determine which promotions to use for your new product/service? Write a brief response in answering the following questions.**

***Perform for both Target Markets***

1.) Who is the Target Market? – Identify the target markets you chose and answer the following questions.

**How many customers? How did you determine the figure?**

**Where are they located?**

**Where and how do they receive information? Provide Examples.**

2.) What is the Message?

**Does everyone need the same information? Explain**

**Is it simple or complex? Explain.**

**Does it need repeating? Expain.**

3.) What is your Promotional Budget?

**Is it unlimited or restricted, and explain why you think so?**

**4.) Identify 2 Promotions used by the business to help reach the target markets you identified and explain how it the promotion best fits.**

**People**

**How will your business use the role of People in satisfying their needs and wants? Choose one, describe the role performed by the people, and explain how the person assists the customer in satisfying the customer’s needs.**

* + **Customer Service**
  + **Personal Selling**
  + **Support**